

# Statewide Survey Training

Please type in the chatbox:

- Name, Pronouns, Agency
- Signs of spring you're looking for

March 2022





# **Alabama Statewide Survey of Young Adults**

## **Kick-off Training**

March 10, 2022





# Agenda

Topics to be covered

1

Welcome and Logistics

2

Overview of the Statewide Survey

3

Survey Administration

4

Recruitment

5

Incentives

6

Wrap Up

# Training Guidelines

To help today's session run smoother



## Mute

Please stay muted unless speaking to improve sound quality for other respondents



## Video

If able and comfortable, please use video to help foster connection and greater communication



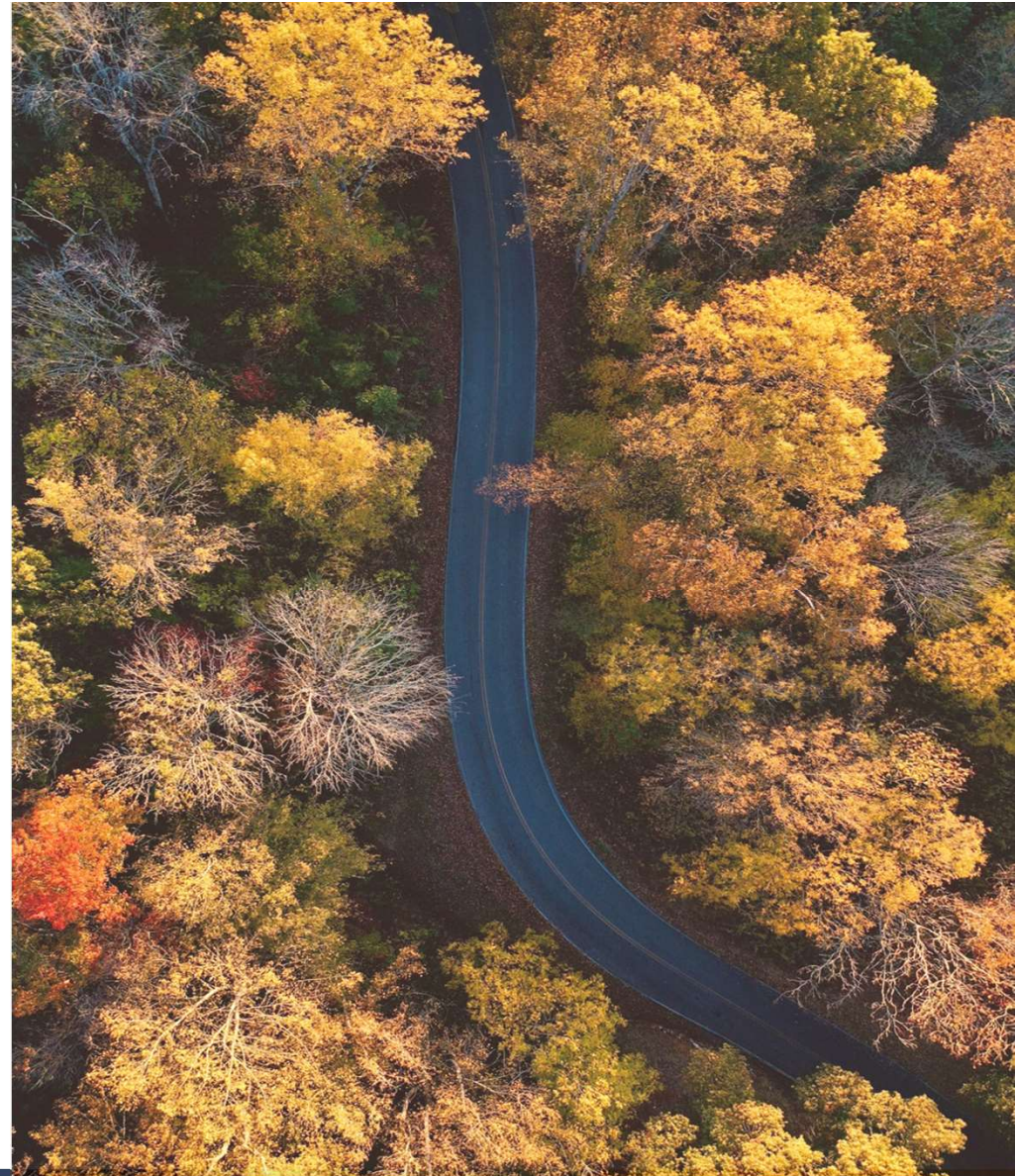
## Recording

Will be recording the session to help us share out the discussion later



## Captioning

Now available as an option





## Training Guidelines

To help today's session run smoother



### Speaking Up

Use the Raise Hand icon if you would like to comment or ask a question of the larger group



### Chat Box

Utilize the chat box for questions, suggestions/tips or comments; be sure to keep it open



### Live Transcript

View subtitle captions or view full transcript as it occurs

The screenshot displays the Zoom interface with the top toolbar and three expanded panels. The toolbar includes icons for Unmute, Start Video, Security, Participants, Polls, Chat, Share Screen, Record, Live Transcript, Breakout Rooms, and Reactions. Arrows point from the 'Participants' and 'Chat' icons in the toolbar to their respective panels. The 'Participants' panel shows two participants: 'yanoverfieldshaw (Me)' and 'Room G-207 (Host)'. At the bottom of this panel, the 'Raise Hand' icon is highlighted with a red box. The 'Chat' panel shows a message input area with a dropdown menu set to 'Everyone'. The 'Live Transcript' panel shows a menu with options: 'Hide Subtitle', 'View Full Transcript', and 'Subtitle Settings...'. The bottom of the interface shows the 'Live Transcript', 'Breakout Rooms', and 'Reactions' buttons.



# **Overview of the Statewide Survey**



# Survey Overview

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- Individuals 18-25 anonymously share behaviors and opinions about substance use, mental health, and related topics
- Survey questions focus on alcohol, tobacco/vaping, prescription drug and other drug use, marijuana/cannabis, over-the-counter (OTC) medications, stimulants, poly-substance use, and mental health
- Recruitment from local colleges, community colleges and organizations that serve young adults.

# Survey Data Purposes

Watering the data desert

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- Results can support data-driven needs assessment and prevention planning processes
- Findings may identify a broader range of problem areas on which to focus prevention work (e.g., OTC, mental health/suicide, etc.)
- Data can help hone intervention selection and population targeting
- Multi-year assessment offers a window on how conditions change over time
- Data points are comparable to those in YRBS, BRFSS, NSDUH in many cases





# Survey Development

## OMNI & ADMH Partnership

Developed in consultation with ADMH to navigate gaps in available data

## Survey & Literature Review

OMNI reviewed other surveys and existing literature to identify measures for questions and domains of interest

## Online Programming & Testing

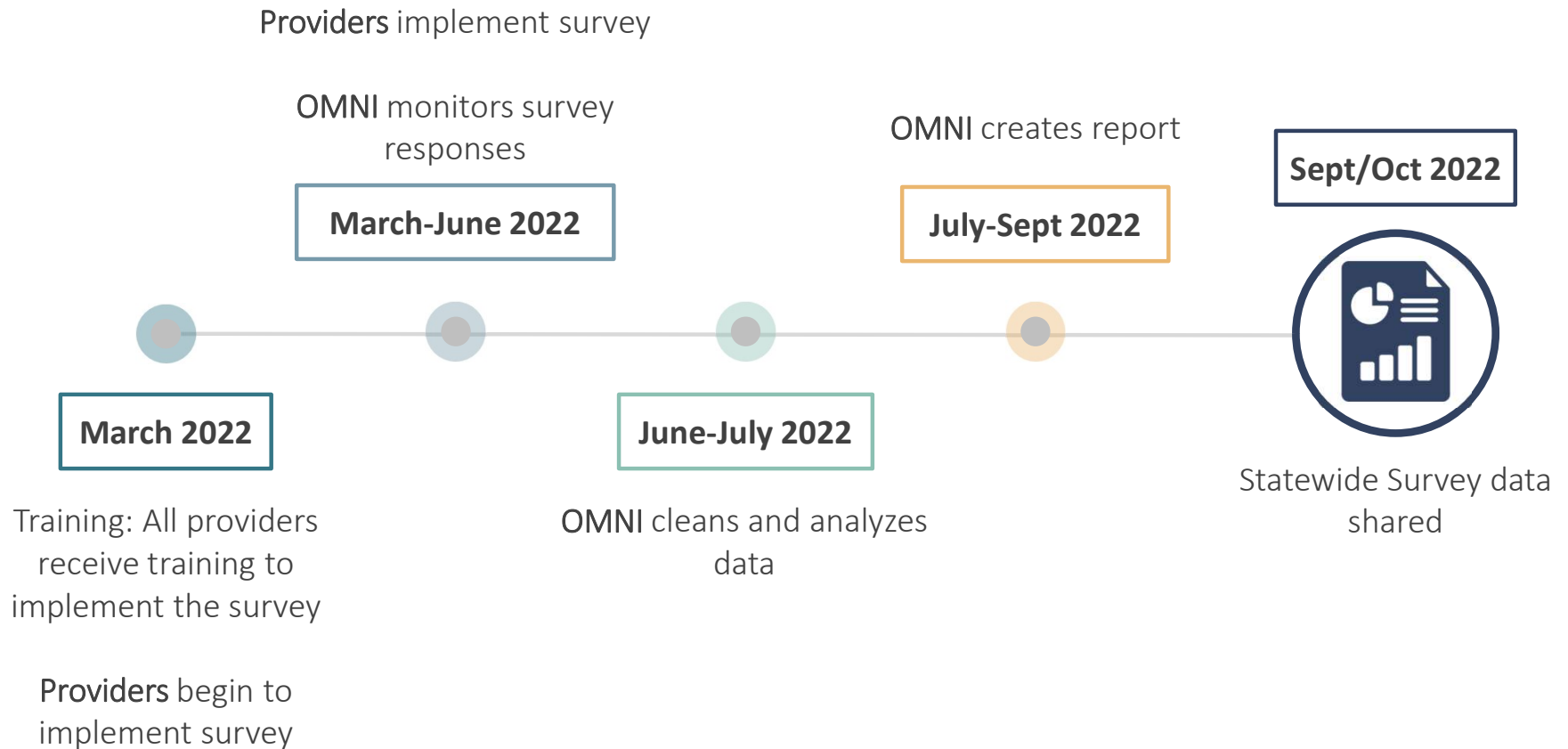
Survey is programmed in Survey Monkey and was tested for clarity, length/timing, and functionality

## Feedback

Word Document and the online survey were updated based on SPAB feedback.



# Statewide Survey Timeline





A person wearing a blue button-down shirt is holding a black smartphone in their right hand. The person's left hand is visible at the bottom, wearing a black wristwatch. A semi-transparent white horizontal banner is overlaid across the center of the image, containing the text 'Survey Administration' in a bold, black, sans-serif font.

# **Survey Administration**

# Tools, Documents, and Best Practices

## Survey, Guides, and Tips

- Statewide Survey Protocol
- Implementation Plan Template and Guide
- Survey Link and Slick Text information
- Incentive drawing contact form
- Recruitment materials (flyer, graphics, email)
- Email template for survey distribution
- In-person/paper survey and administration tools including talking points
- Letter from ADMH to assist with recruitment

### 2022 Alabama Statewide Survey of Young Adults Survey Administration Protocol

#### Introduction

The 2022 Alabama Statewide Survey of Young Adults is a survey of young adults ages 18-25 to assess the prevention needs of this high-risk population. Data collection will be driven by Alabama prevention providers and their community partners. Obtaining local data is vital to understanding behavioral health trends and needs across the state. These data can support prevention planning to help meet local needs and target strategies more effectively. The survey engages young adult respondents to anonymously share their behaviors and opinions about substance use, mental health, and other topics. We anticipate the 32-question survey will take respondents approximately 15 minutes to complete. This document has been developed to support administration of the survey.



# Survey Administration: Planning

What to do before you launch the survey

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- Thoroughly review the statewide survey protocol document
- Complete an Implementation Plan
- Plan and develop a process for distributing additional survey incentives
- Organize and post your recruitment materials
- Gather any in-person administration tools



# Survey Administration: In-Person

Formats to reach your community

- Copies of survey, pens, pencils, and envelope or box
- Tablet or laptop with link open
- Statewide Survey Talking Points & Admin Tips for In-Person Surveys
- Thank-you gift cards, food, or SWAG



# Survey Administration: Online

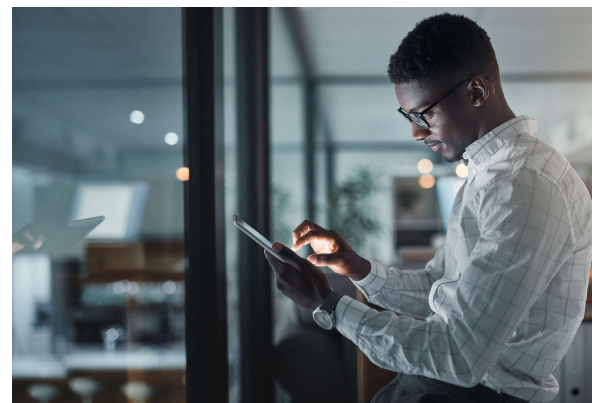
Formats to reach your community

- SMS/Text-based platform “SlickText” link distribution
- Alternative for those without phones available



**Text Alabama  
to 855-632-2201  
for the survey link!**

Participate and contribute to your community's health. **You will be entered in a drawing to win either a \$50, \$100, or \$500 gift card!**





# Survey Administration: Spanish

Additional option to reach your community

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Statewide Survey of Young Adults  
Encuesta estatal de Adultos Jóvenes



# Survey Administration: Tour

Formats to reach your community



OMNI



ALABAMA DEPARTMENT OF  
**MENTAL HEALTH**

## Alabama Statewide Survey of Young Adults

Thank you for participating in this survey! The Alabama Department of Mental Health (ADMH) is asking individuals between the **ages of 18-25** years to share their opinions about substance use, mental health, and other related topics. This survey is completely anonymous and will be used to help inform prevention efforts in your community. It should only take up to a maximum of 15 minutes of your time.

### Important Information for Respondents

- **This survey is completely anonymous** and does not record any personal identifying information. Please answer all questions truthfully. Do not record your name anywhere on the survey.
- **The survey is completely voluntary.** You may choose not to participate at any time. You may skip any questions you are not comfortable answering. (Note: There are three questions at the start of the survey that are required, for qualification purposes.)
- The information from the survey will be released in summary form only. **No individual responses will be shared.**
- At the end of the survey, you will be able to enter a drawing for a gift card. Your contact information for the drawing will be collected in a separate location and can never be linked to your survey responses. You may only enter the drawing once; duplicate entries will be discarded.

# Survey Administration: Post-Survey

## What happens next

- OMNI will:
  - Clean and analyze data ✓
  - Perform the drawing and distribute incentives ✓
  - Create statewide and provider-level reports and deliverables ✓





# Recruitment



# Recruitment

How to get the word out

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- Goals
- Implementation Guide
- Recruitment materials



# Community Partnerships

Tapping into new & existing relationships

- Using the Implementation Plan Guide

Who's helping?

## 2022 Alabama Statewide Survey of Young Adults Implementation Plan Guide

Before distributing the survey, your agency will need to come up with a recruitment and administration plan. You can use the following template as a guide and keep track of your partners, contacts, and steps.

### 1. Key Roles

Use this section to identify everyone who will be involved in supporting recruitment efforts and survey distribution. Ensure that their role is noted, and everyone has access to all necessary materials (such as the link to the online survey, paper survey, recruitment flyers, social media accounts, etc.).

Name and Contact Information	Agency staff/volunteer	Role	Access to all needed materials (Yes or No)	Notes



# Community Partnerships

Tapping into new & existing relationships

- Using the Implementation Plan Guide

What connections exist?

## 2. Identify partner organizations

Use this section to identify local colleges, student organizations, coalitions, businesses, or other local partners that may be able to assist with the recruitment of young adults in your community.

City/County	Name of Organization/Coalition/Group	Main Contact	Confirmed Partnership	Recruitment Materials Sent	Notes

# Recruitment Materials

They're here for you!

- 2 email templates
- *Recruitment and Invitation*
- Instagram post
- Flyer
- Letter from ADMH

**Are you  
18–25 years old,  
living in Alabama?**

**Take the Alabama Statewide  
Survey of Young Adults!**

We want to hear about your experiences and opinions on substance use and mental health in your community. This data will help us develop health and wellness programming that better meets your needs.

**Text Alabama to 855-632-2201**

**for the survey**

Participate in the survey and your community will be entered into a drawing to win either a \$500 gift card or a \$100 gift card.

1

**Text Alabama to  
855-632-2201**

Click on the link you receive to share your experiences and opinions about substance use and mental health.

3

**Thank You**

Upon completing the survey, you will be entered into a drawing for a chance to win either a \$50, \$100, or \$500 gift card.

2

**Complete the survey**

Fill out the survey in 10-15 minutes. Your answers will remain anonymous.

4

**Stay tuned!**

Data is being collected from across Alabama. Follow your local provider to hear about the findings and prevention programming.



To whom it may concern,

You are receiving this letter because you have been asked to partner with your local prevention services provider and the Alabama Department of Mental Health (ADMH) Office of Prevention Services in the implementation of the 2022 Statewide Survey of Young Adults. This letter will explain in more detail what the Statewide Survey of Young Adults is, how the results of the survey will be used, and how you can assist in this important statewide effort.

**What is the Statewide Survey of Young Adults?**

- The survey was developed by ADMH and their evaluation partner, OMNI Institute, a nonprofit organization working with prevention agencies and providers across the state.

**Alabama Statewide Survey Recruitment Email**

**SUBJECT: Recruiting Respondents for the Alabama Statewide Survey of Young Adults**

Hi [name],

We are reaching out to ask for your assistance in recruiting respondents for an important research survey: **The Alabama Statewide Survey of Young Adults**. This is a periodic statewide survey of young adults to assess the prevention needs of this population. It has been developed in partnership with The Office of Prevention Services at the Alabama Department of Mental Health (ADMH) and their partner, OMNI Institute, a nonprofit organization working with prevention providers across the state to learn more about substance use, mental health, and health-related behavior, among young adults. Our Agency <<insert agency name>>, is responsible for administering the survey in our catchment area.

The survey asks individuals between the ages of 18-25 years to share their opinions about substance use, mental health, and other related topics. It should only take 10-15 minutes of their time, and they will be entered into a drawing to receive one of the following incentives for participating.

**SUBJECT: Invitation to take Alabama's Statewide Survey of Young Adults!**

Are you 18-25 years old and living in Alabama most of the year?

**Take the Alabama Statewide Survey of Young Adults!**

We want to hear about **your experiences and opinions** on substance use and mental health in your community. Your responses will help us develop health and wellness programming that better meets your needs.

**Text Alabama to XXXXX for the survey link!**

Our Agency, <<insert Agency/Provider name and description if desired>>, is collecting the survey in our community.

This statewide survey of young adults was developed in partnership with the Alabama Department of Mental Health (ADMH) and their partner, OMNI Institute, a nonprofit organization working with prevention providers across Alabama.

It should take **10-15 minutes to complete and is completely anonymous**.

To thank you for your participation in the complete survey, you may be eligible to be entered into a drawing for a range of gift cards. We will be giving away the following **June 1<sup>st</sup> 2022**.

- Five \$500 gift cards
- Ten \$100 gift cards
- Fifty \$50 gift cards

If you have any questions, you can reach us at this email address: <<INSERT AGENCY/PROVIDER EMAIL>>

Thank you so much for partnering with us to keep Alabama healthy!

Sincerely,  
XXX

## Collective Brainstorm

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Where can I recruit participants?



A top-down view of a white ceramic coffee cup filled with a frothy latte, featuring a light brown heart-shaped latte art design. The cup sits on a dark green rectangular coaster, which is placed on a rustic wooden table with a visible grain. A white, handwritten-style note that says 'Thanks!' is tucked behind the cup. A semi-transparent white horizontal band crosses the middle of the image, serving as a background for the title text.

*Thanks!*

## **Incentives**

# Incentives

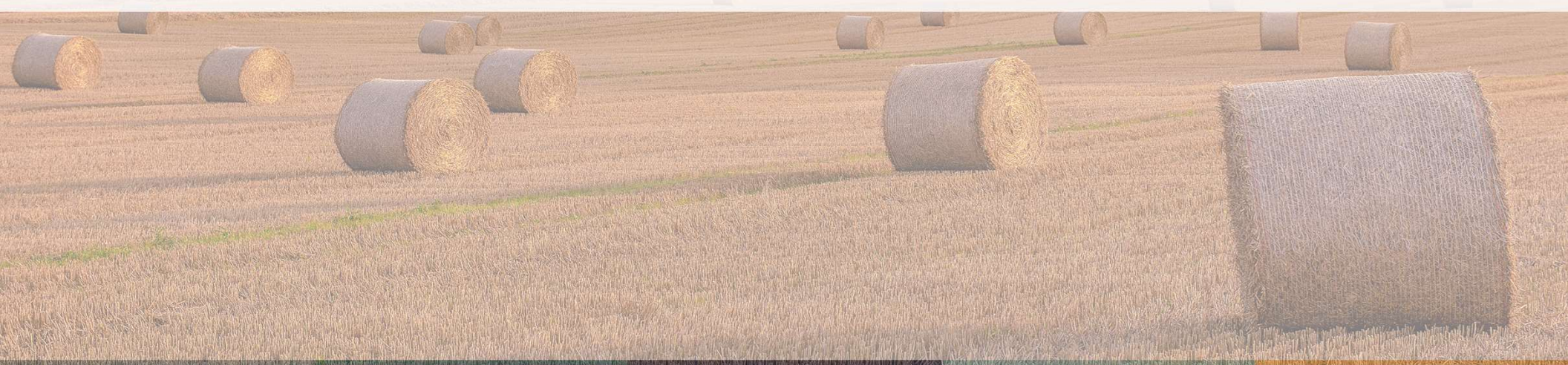
Options for online and in-person

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- Each participant who completes the survey is eligible to enter a drawing to win one of sixty-five gift cards, of three different amounts:
  - Fifty \$50 gift cards
  - Ten \$100 gift cards
  - Five \$500 gift cards



# Wrap Up



# Wrap Up

## Announcements

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**1** ADMH Announcements

**2** OMNI Announcements







**Thanks!**

**Any questions/suggestions?**

ALsupport@omni.org

